

1/30/87

C7715-3 A

NOVEMBER
1986

**pocket
summary**
of registrations

*new
cars*

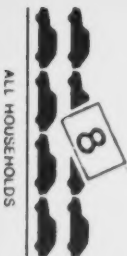
*new
trucks*

COURTESY OF

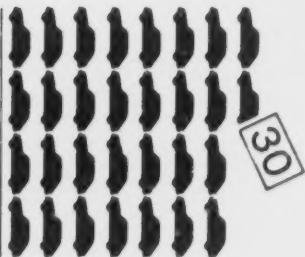
R·L·POLK & CO.

POLK STATISTICS

**How many new car buyers
per 100 households
are you getting with
your media buys?**

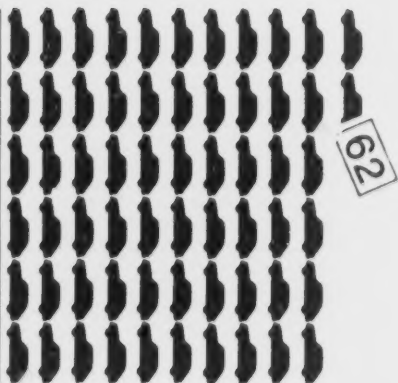


ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS

(at 2,000,000 LEVEL)



POLK SELECTED HOUSEHOLDS

(at 50,000 LEVEL)

R. L. POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKE	NOVEMBER		N '86 VS '85	N IND	
	1986	1985		1986	1985
AC	4150	8900	46.63	.58	1.08
(Alliance)	3012	5587	54.10	.42	.67
(Encore)	732	1865	39.25	.10	.23
(Eagle)	406	1468	27.66	.06	.18
ALFA ROMEO	17367	24289	71.50	2.42	2.93
(Laser)	1046	2280	45.88	.15	.28
(Le Baron/GTS)	7031	11234	62.59	.98	1.35
(E/NV/S RV)	8773	10775	81.42	1.22	1.30
AMC	33456	31189	107.27	4.65	3.77
(Daytona)	1029	2375	43.33	.14	.29
(Omni/Shadow)	13130	5902	222.47	1.82	.71
(Ries)	6908	6871	100.54	.96	.83
(Lancer)	2203	3698	59.57	.31	.45
(800)	3215	3732	86.15	.45	.45
(Diplomat)	2432	1883	129.16	.34	.23
BMW	28282	24300	116.39	3.93	2.94
(Horizon/Sundance)	13456	6227	216.09	1.88	.75
(Reliant)	6936	8281	83.76	.96	1.00
(Caravelle)	2623	2784	94.22	.36	.34
(Gran Fury)	1100	741	148.45	.15	.09
BUICK	79105	79778	99.16	11.80	9.64
(Eclair)	88205	89505	98.55	12.27	10.81
(Escort)	21920	32577	67.29	3.05	3.93
(Mustang)	5442	12090	53.28	.90	1.46
(Tempo)	17154	16194	105.93	2.39	1.96
(Taurus)	26898	6	-	3.73	-
(LTD/Crn Vici)	10051	19252	52.21	1.40	2.33
(T-Bird)	5740	9386	61.15	.80	1.13
CADILLAC	16416	12927	126.99	2.28	1.56
(Mark VII)	2204	1492	147.72	.30	.18
CHEVROLET	29506	30896	95.50	4.11	3.74
(Lynx)	3130	6089	51.40	.44	.74
(Capri)	598	1018	39.10	.06	.12
(Topee)	5129	4256	120.51	.71	.51
(Sable)	8780	1	-	1.22	-
(Marq/Gr Marq)	9344	12689	73.64	1.30	1.54
(Cougar)	2725	6843	39.82	.38	.83
CHEVROLET	46744	44765	104.42	6.50	5.41
DAEWOO	134949	134220	100.51	18.77	16.22
DAEWOO	42015	58269	72.11	5.84	7.04
(Skyhawk)	3598	5818	61.84	.50	.70
(Somerset/Skyline)	4816	7608	63.30	.67	.92
(Century)	12562	18369	68.39	1.74	2.22
(Regal)	3510	8006	43.84	.49	.97
(Riviera)	1239	3704	33.45	.17	.45
DAEWOO	19875	22683	87.62	2.76	2.74
(Allante)	-	-	-	-	-
(Cimarron)	1253	1515	82.71	.17	.18
(Eldorado)	1519	4515	33.64	.21	.54
(Seville)	1847	2770	77.93	.26	.29
DAEWOO	90556	128397	70.53	12.60	15.52
(Chevette)	6505	8459	76.90	.90	1.02
(Celebrity)	25324	28562	88.66	3.55	3.45
(Corsica)	98	-	-	.01	-
(Beretta)	105	-	-	.01	-
(Cavallier)	16012	27775	57.65	2.23	3.36
(Camaro)	7272	14058	51.73	1.01	1.70
(Corvette)	1828	3278	55.77	.25	.40
(Monte Carlo)	5629	9996	56.31	.78	1.21
DAEWOO	55915	76621	72.98	7.78	9.26
(Firenze)	1476	3425	43.09	.21	.41
(Calais)	5915	9962	59.38	.82	1.20
(Cutlass Ciera)	18312	24668	74.23	2.55	3.00
(Cutlass)	8693	15265	56.95	1.21	1.84
(Toronado)	1228	2440	50.33	.17	.29
DAEWOO	48103	60758	79.17	6.69	7.34
(1000)	771	1526	50.52	.11	.18
(Sunbird)	4777	7285	65.51	.66	.88
(Grand AM)	14951	14024	106.61	2.07	1.70
(8000)	12146	13182	92.14	1.69	1.59
(Bonneville)	5004	3429	145.93	.70	.41
(Firebird)	4433	6933	63.94	.62	.84
(Fiero)	3201	5642	56.74	.45	.68
DAEWOO	256464	346728	73.97	35.67	41.90
DAEWOO	2	39	5.71	-	-
DAEWOO	244326	257901	94.74	33.98	31.16
DAEWOO	718296	827612	86.88	-	-

UNITED STATES SUMMARY

NOVEMBER 1986 ISSUED 01/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		K '88 VS '85	K IND		YEAR END 1985
	1986	1985		1986	1985	
AMC	67048	121151	55.34	.67	1.21	128318
(Alliance)	46570	68906	67.58	.46	.69	73472
(Encore)	13657	40142	34.02	.14	.40	41534
(Eagle)	6821	12103	56.36	.07	.12	13312
CHEVROLET	327446	347424	94.25	3.25	3.46	371292
(Laser)	26966	48382	55.74	.27	.48	50870
(Le Baron/GTS)	150013	142331	105.40	1.40	1.42	154217
(E/NV/S RV)	149437	156711	95.36	1.49	1.56	166205
BODGE	462761	445239	103.94	4.60	4.44	478037
(Daytona)	35017	45877	76.33	.35	.46	48784
(Omni/Shadow)	142194	120094	118.40	1.41	1.21	127241
(Aries)	91680	106827	85.82	.91	1.06	114289
(Lancer)	45079	43672	103.22	.45	.43	47325
(800)	57234	51269	111.63	.57	.51	54681
(Diplomat)	29377	31960	91.92	.29	.32	33435
PLYMOUTH	374201	345578	108.28	3.72	3.44	373209
(Horizon/Sundance)	151636	128104	118.37	1.51	1.28	155365
(Reliant)	114723	126605	90.61	1.14	1.26	137213
(Caravelle)	35249	32790	107.50	.35	.33	35501
(Gran Fury)	14260	15547	91.72	.14	.15	16177
CHEVROLET CORP.	1164408	1138241	102.30	11.57	11.34	1222578
FORD	1221338	1271586	96.05	12.13	12.67	1364829
(Escort)	361160	390473	92.49	3.58	3.90	425347
(Mustang)	153928	145430	105.84	1.53	1.45	157357
(Tempo)	234149	260982	89.72	2.33	2.60	278475
(Taurus)	198753	7	-	1.98	-	1853
(LTD/Crn Vact)	145357	328669	44.23	1.44	3.27	345641
(T-Bird)	127991	146025	87.65	1.27	1.45	156356
LINCOLN	147603	149798	98.53	1.47	1.49	164295
(Mark VII)	19341	18837	102.68	.20	.19	20401
MERCURY	431439	484566	89.04	4.29	4.83	515895
(Lynx)	60156	77087	78.04	.60	.77	83620
(Capri)	11200	14621	76.60	.11	.15	15632
(Topaz)	58803	69532	84.57	.58	.69	73554
(Sable)	79535	1	-	.79	-	879
(Marq/Gr Marq)	115590	212395	54.42	1.16	2.12	223656
(Cougar)	106155	110930	95.70	1.05	1.10	118554
LINC/MERC DIV	592319	641501	92.33	5.89	6.39	688253
FORD MOTOR CO	1813657	1913087	94.80	18.02	19.06	2053082
BUICK	693877	795118	87.27	6.90	7.92	851031
(Skyhawk)	69102	78384	88.16	.69	.78	85411
(Somerset/Skylark)	104855	85928	122.03	1.04	.86	93259
(Century)	218190	215508	101.24	2.18	2.15	233268
(Regal)	71998	107813	66.78	.72	1.07	114047
(Riviera)	20875	46662	44.74	.21	.46	48891
CADILLAC	272006	277497	98.02	2.70	2.76	301228
(Allante)	5	-	-	-	-	-
(Cimarron)	21950	20821	105.42	.22	.21	22768
(Eldorado)	22531	57537	39.16	.22	.57	60754
(Seville)	18132	28097	64.53	.18	.28	29986
CHEVROLET	1546577	1525098	101.41	15.37	15.18	1658768
(Chevette)	63293	120262	52.63	.63	1.20	129007
(Celebrity)	357297	329685	108.38	3.55	3.28	360963
(Corsica)	101	-	-	-	-	-
(Beretta)	108	-	-	-	-	-
(Cavalier)	334931	386350	86.69	3.33	3.83	419697
(Camaro)	154410	233582	66.11	1.53	2.33	245879
(Corvette)	29896	34890	85.69	.30	.35	38042
(Monte Carlo)	101876	102907	99.00	1.01	1.03	111169
OLDSMOBILE	963816	993100	97.05	9.58	9.89	1067881
(Firenza)	32555	45701	71.23	.32	.46	49780
(Catalina)	105356	114076	92.38	1.05	1.14	122561
(Cutlass Ciera)	297571	305197	97.50	2.96	3.03	329934
(Cutlass)	178049	204905	86.89	1.77	2.04	218881
(Toronado)	14695	31335	46.90	.15	.31	32879
PONTIAC	760545	724372	104.99	7.56	7.22	785098
(1000)	17091	20799	82.17	.17	.21	22239
(Sunbird)	97233	106437	91.35	.97	1.06	115183
(Grand AM)	178745	102465	174.44	1.78	1.02	118535
(6000)	180414	149438	120.73	1.79	1.50	162828
(Bonneville)	41368	49393	83.75	.41	.49	52739
(Firebird)	85914	93663	91.73	.85	.93	100049
(Fiero)	63246	85636	73.85	.63	.85	90421
GEN MTR CORP.	4236821	4315185	98.16	42.11	42.97	4664006
Misc Domestic	68	227	29.96	-	-	248
Other Import	2780801	2551650	108.98	27.63	25.42	2820416
U S TOTAL	10062803	10039541	100.23	-	-	10888608

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '88 VS '85	% IND	
	1988		1988	1985		1988	1985
Dodge	39214	12.26	414484	460777	89.95	9.52	10.79
Plymouth	7553	2.36	95353	95306	100.05	2.19	2.23
Ford	87546	27.38	1227586	1134312	108.22	28.23	26.56
Chevrolet	73599	23.00	1145395	1150330	99.57	26.32	26.95
G.M.C.	20783	6.50	310037	319482	97.04	7.12	7.48
International	5360	1.58	61003	66691	91.47	1.40	1.56
Isuzu	6115	1.91	80253	71059	112.94	1.84	1.66
Jeep	15520	4.85	171885	159281	107.91	3.95	3.73
Max/Midliner	1461	.46	19242	26438	72.78	.44	.62
Nissan	12332	3.85	197764	239625	82.53	4.54	5.61
Kenworth	923	.29	9831	10505	93.58	.23	.25
Peterbilt	841	.26	9026	11067	81.56	.21	.26
Daimler-Benz Corp.	1551	.48	18230	20537	88.77	.42	.48
Scania	12	-	65	-	-	-	-
Volvo White	977	.31	10275	11616	88.46	.24	.27
Western Star	269	.08	997	1044	95.50	.02	.02
Other Imports	45869	14.34	575498	487513	118.05	13.22	11.41
Miscellaneous Domestic	303	.09	4846	5282	91.75	.11	.12
U.S. Total	319928		4351750	4270865	101.89		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 8-10	GVW 3 10-14	GVW 4 14-18	GVW 5 18-19.5	GVW 6 19.5-28	GVW 7 28-33	GVW 8 33 & OVER
Dodge	276425	138059	-	-	-	-	-	-
(Dodge 1)	236993	83074	-	-	-	-	-	-
Plymouth *	95353	-	-	-	-	-	-	-
Ford	740867	439756	3	-	-	10111	27041	9789
(Ford 2)	549634	134324	-	-	-	-	-	-
Chevrolet	658605	444159	25598	385	289	6590	9364	425
(Chev 3)	503985	163333	-	-	-	-	-	-
G.M.C.	148541	125423	2514	218	4253	5870	16746	6472
(G.M.C. 4)	109785	41556	-	-	-	-	-	-
International	-	-	-	-	-	18016	19514	23473
Isuzu	76053	-	4169	-	-	31	-	-
Jeep	156719	15166	-	-	-	-	-	-
(Jeep 5)	127931	13814	-	-	-	-	-	-
Max/Midliner	-	-	-	-	-	2083	2092	15067
Nissan	197472	-	-	-	-	-	292	-
Kenworth	-	-	-	-	-	-	-	9831
Peterbilt	-	-	-	-	-	-	-	9026
Daimler-Benz Corp.	-	-	-	-	-	1809	1407	15014
Scania	-	-	-	-	-	-	-	65
Volvo White	-	-	-	-	-	-	1222	9053
Western Star	-	-	-	-	-	-	-	997
Other Imports	564107	8592	1118	676	284	260	461	-
Miscellaneous Domestic	-	2839	-	-	-	-	99	1908
Total	2914142	1173994	33402	1278	4806	44770	78238	101119
1985 Total	2767701	1213677	33218	815	5884	53402	71217	124151
1988 vs '85	105.29	96.73	98.48	156.93	81.68	83.84	109.70	81.45

(Memo Total)-To be included in GVW 1, 2 & 3

- 1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
- 2 Includes Ranger, Bronco, Vans and Aerostar
- 3 Includes El Camino, Blazer, S10, Vans and Astro

- 4 Plymouth Includes Voyager
- 5 Includes Vans, Caballero, Jimmy, S15 and Saferi
- 6 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling
Oklahoma in 1985 and 1986

REGISTRATIONS FOR THE STATE OF MASSACHUSETTS
ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING WAKES

MAKE	YEAR TO DATE 1996		YEAR TO DATE 1995	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
<u>DOMESTIC SPONSORED THROYS</u>				
Chevrolet Sprint	57373	.57	24182	.2
Chevrolet Spectrum	87185	.87	48142	.48
Chrysler Conquest	1030	.01	-	-
Dodge Colt	44194	.44	33108	.33
Dodge Colt Vista SW	15865	.15	70074	.18
Dodge Conquest	2321	.02	2358	.02
Ford Festiva	-	-	-	-
Plymouth Colt	41482	.41	30441	.38
Plymouth Colt Vista SW	14858	.15	9755	.18
Plymouth Conquest	2193	.02	2338	.02
MB Maraur	13277	.13	7137	.07
Scorpio	-	-	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	279358	2.78	185513	1.85
<u>OTHER IMPORTS</u>				
BMW	82835	.82	82001	.82
Honda	533950	5.31	487222	4.85
Hyundai	118094	1.17	-	-
Mazda	193987	1.93	180331	1.88
Mercedes Benz	81998	.81	79693	.79
Nissan	500559	4.97	523281	5.21
Subaru	156717	1.58	152224	1.52
Toyota	517619	5.14	527685	5.21
Volkswagen	182248	1.81	179671	1.79
Volvo	105549	1.05	91561	.97
Others	307245	3.05	246981	2.48
Total Other Imports	2780801	27.83	2551650	25.42
<u>GRAND TOTAL ALL IMPORT CARS</u>	3060159	30.41	2717163	27.06

NEW IMPORTED LIGHT TRUCKS
LEADING MAKERS (8-1800-LIN)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	68913	1.58	62684	1.47
Dodge RAM 08	2817	.08		
OTHER IMPORTS				
Isuzu	76053	1.75	68989	1.62
Mazda	135858	3.12	104558	2.45
Mitsubishi	27514	.63	23799	.56
Nissan	197472	4.54	239524	5.61
Subaru	3481	.08	3827	.09
Suzuki	36383	.84	1350	.03
Toyota	358279	8.23	334203	7.83
Volkswagen	11184	.28	18479	.39
Others	2	-	1	-
Total Other Import Trucks	846224	19.45	792830	18.56
GRAND TOTAL ALL IMPORT TRUCKS	917754	21.09	855514	20.03

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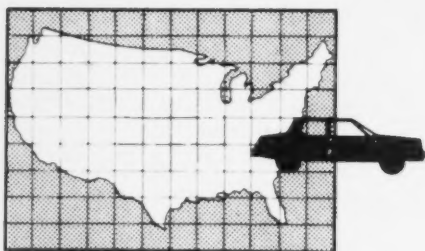
NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1970	8751585	3056009
1971	10828234	3093329
1972	10648104	3083340
1973	10358085	3472209
1980	8780827	2476777
1981	8443019	2185480
1982	7754342	2430471
1983	8924188	2978558
1984	10128729	4049999
1985	10880809	4875106

TOTALS INCLUDE ALASKA & HAWAII
OKLAHOMA NOT AVAILABLE
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(1) REVISED 10/08

NOVEMBER 1986 ISSUED 01/87



POLK AUTOMOTIVE MARKET INFORMATION SYSTEM

**a new service providing answers
to key questions...**

- Is the new front wheel drive Celebrity recapturing Malibu owners?
- What are the demographic characteristics of the new Thunderbird purchasers?

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